



Los Angeles Area  
Chamber of Commerce

**FOR IMMEDIATE RELEASE**  
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**\*\*\* MEDIA ADVISORY \*\*\***

**L.A. AREA CHAMBER, LOYOLA MARYMOUNT UNIVERSITY HOST  
COLLEGE COMPETITION ON INTERNATIONAL BUSINESS**

*College students compete for \$18,000 in prizes, connect with world trade leaders  
in first-ever World Trade Week college competition*

**WHAT:** **World Trade Week International Business University Competition.** Hosted by World Trade Week and Loyola Marymount University, the competition is an opportunity for college students to apply their international business knowledge, further fulfilling the mission of this year's World Trade Week, held last May.

**WHEN:** **Thursday, Oct. 26—Saturday, Oct. 28** ([Click here for detailed schedule](#))

**WHERE:** Loyola Marymount University, College of Business Administration  
1 LMU Drive, Los Angeles, CA. 90045

**WHO:** **College students** from Loyola Marymount University, Saint Louis University, University of Southern California, University of South Carolina and Villanova University

International trade panelists include:  
**Donald Kurtz**, City National Bank  
**Caroline Brown**, Comerica Bank  
**Randolph Muhlestein**, Carlsmith Ball LLP  
**Joseph Cox**, Stein Shostak Shostak Pollack & O'Hara, LLP  
**Maurice Kogon**, Center for International Trade Development  
**Carol Rowen**, International Trade Education Programs – ITEP  
**Charlie Woo**, Megatoys

**WHY:** Globalization is at the center of the country's economy and L.A. is the trade and logistics capital of the United States. With international trade an integral part of our economy, it's important that our country's college students are prepared with the tools necessary to do business globally. The World Trade Week competition allows students to challenge themselves in real-world scenarios about the business of trade.

Four students from each participating college will compete for \$18,000 in prize money—\$10,000 for first, \$5,000 for second and \$3,000 for third. Within 48 hours, students will gather data, meet with professionals, form solutions and defend their results. Professionals from the international business community and government diplomats will participate as panelists and resources.

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*The Los Angeles Area Chamber of Commerce represents the interests of business in L.A. County. Founded in 1888, the Chamber promotes a prosperous economy and quality of life in the Los Angeles region. For more information visit [www.lachamber.org](http://www.lachamber.org).*